Where do DePaul students go after graduation?

Career Outcomes Rate
Bachelor’s Degree Recipients

94%  
- Employed 88%
- Continuing education 5%
- Not seeking 1%

6% of degree recipients are seeking employment

Driven by a significant increase in the employed rate for both public relations and advertising and journalism majors, 2016 was another strong year for bachelor’s degree recipients from the College of Communication.

Employment Details

82% of employed graduates are in a job related to their degree

17% of employed graduates are in entrepreneurial, contract or freelance roles

Top Industries

Marketing/Advertising/PR  Retail  Technology/Science

Media/Entertainment  Hospitality

Career Outcomes Rate and Median Salary by Major

<table>
<thead>
<tr>
<th>Major</th>
<th>Career Outcomes Rate</th>
<th>Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication and Media</td>
<td>92%</td>
<td>$34,500</td>
</tr>
<tr>
<td>Communication Studies</td>
<td>91%</td>
<td>$40,000</td>
</tr>
<tr>
<td>Journalism</td>
<td>95%</td>
<td>$35,000</td>
</tr>
<tr>
<td>Media and Cinema Studies</td>
<td>89%</td>
<td>N/A</td>
</tr>
<tr>
<td>Public Relations and Advertising</td>
<td>95%</td>
<td>$35,000</td>
</tr>
</tbody>
</table>

Overall median salary is $36,000

*Totals may be affected by rounding. *Only majors with sufficient sample sizes are represented in the report graphics.
Knowledge Rate

91%

The Class of 2016 was surveyed about their post-graduation destinations at graduation and six months after degree completion. Data are also gathered from public record via LinkedIn. The knowledge rate is the percentage of the graduating population for which we have data.

Representative List of Employers

ABC57 News
Allison+Partners
AM Consulting
Apple
CBS Radio
CGI Communications
Chicago Tribune
Crain’s Chicago Business
Cumulus Media
Digital Factory
Edelman
Energy BBDO
FCB Global
FleishmanHillard
Fox Entertainment
Google
Havas Media Group
Ketchum
Lettuce Entertain You
Lily's Talent Agency
Madden Communications
MediaVest Spark
Mindshare
Morningstar
Ogilvy
Omnicon Media Group
Paramount Events
PepsiCo
Rise Interactive
Social Media Beast
The Onion
WBHM Newsradio 780
Weber Shandwick
WFMT Radio Network
Yelp

Representative List of Positions

Account Coordinator
Account Manager
Account Planner
Assistant Account Executive
Benefits Coordinator
Brand Ambassador
Business Development Specialist
Client Services Representative
Communications Coordinator
Content Editor
Content Marketer
Creative and Digital Content Manager
Creative Assistant
Event Communications Coordinator
Event Planner
Graphic Designer
HR Coordinator
Inside Sales Representative
Integrated Media Associate
Junior Art Director
Marketing and Social Media Assistant
Marketing Content Copywriter
Media Associate
Media Buying Coordinator
Morning News Producer
Operations Coordinator
Patient Care Coordinator
Performance Media Analyst
Press Assistant
Project Manager
Reporter
Social Media Editor
Sports Coordinator
Television News Reporter
Video Editor

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